

Eat Smart. Play Hard.TM : Plug Into the Power



**Nutrition Connections:
People, Programs and Science
February 24-26, 2003**



Eat Smart. Play Hard.™

Power Source and Tools



Marion Hanners, MS/Donna Bailey, MPH, RD
Nutrition Services Staff
Office of Analysis, Nutrition and Evaluation
February 24-26, 2003



Food and Nutrition Service

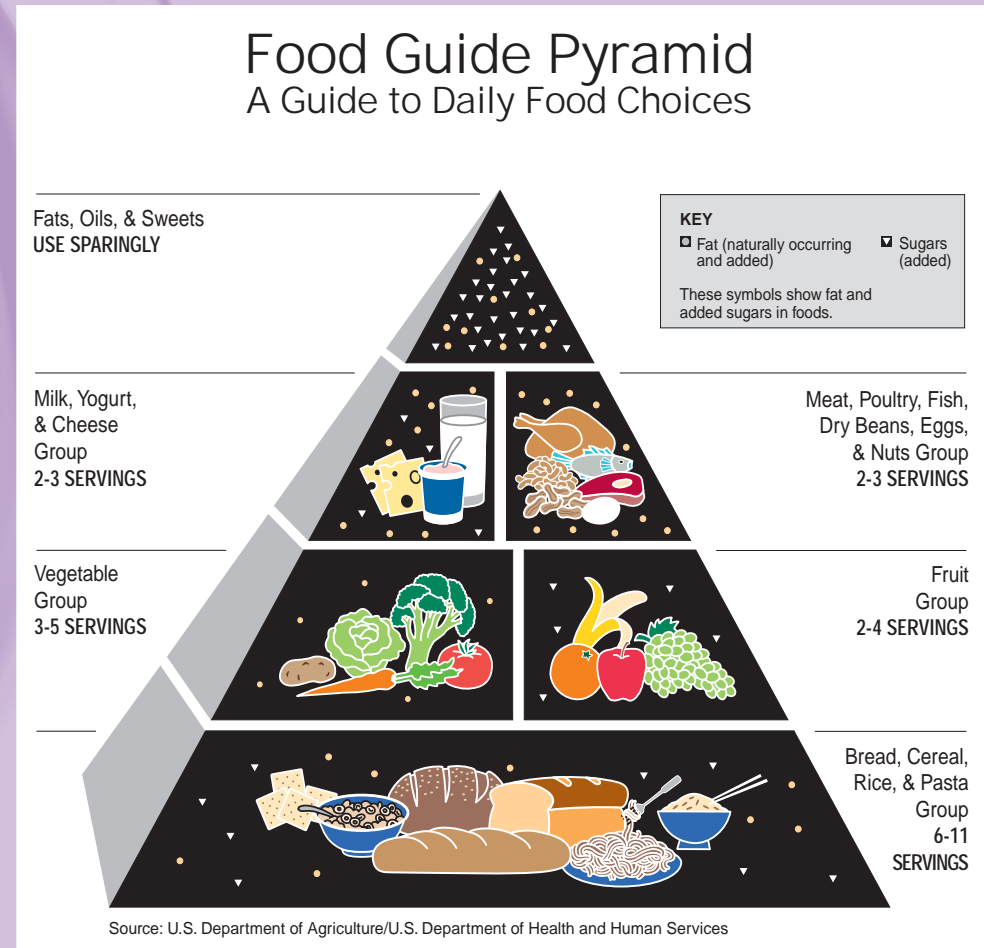
Eat Smart. Play Hard.™

Session Overview

- Campaign Overview
 - Description
 - History
- Campaign Tools
 - Current Tools
 - Future Plans

Campaign Overview

- National campaign
- Behavior-focused, motivational messages
- Dietary Guidelines for Americans



Campaign Goal



to ...

motivate the target audience to make positive changes in eating and physical activity behaviors to improve long-term health

Target Audience



***Culturally and
ethnically
diverse children
and their
caregivers***

Audience Segment:

**Children
ages
8 - 12**



Audience Segment: Children 8-12

- Growing Independence
- Peer Importance
- Decision-making
- Adult Consideration
- Influence of Family foods
- Eating Out More

Themes and Key Messages

Breakfast

- ♦ *Power Up with Breakfast*
- ♦ *Be a Role Model: Eat Breakfast with Kids*

Snacks

- ♦ *Grab Quick and Easy Snacks*

Themes and Key Messages

Balance

- ♦ *Balance Your Day with Food and Play*

Physical Activity

- ♦ *Move More, Sit Less*
- ♦ *Make Family Time an Active Time*

Campaign Slogan

Eat Smart. Play Hard.™

TM



Campaign Slogan

What **Eat Smart. Play Hard.™**

Means to Kids

- “Eat Smart” means making good choices and implies that they are in control
- Important to be smart, good reason to encourage good nutrition
- “Play Hard” addresses physical fitness in a way that is important to them



Power Panther™

Nutrition and Physical Activity
Communication Specialist



Eat Smart. Play Hard.™

Food and Nutrition Service, USDA



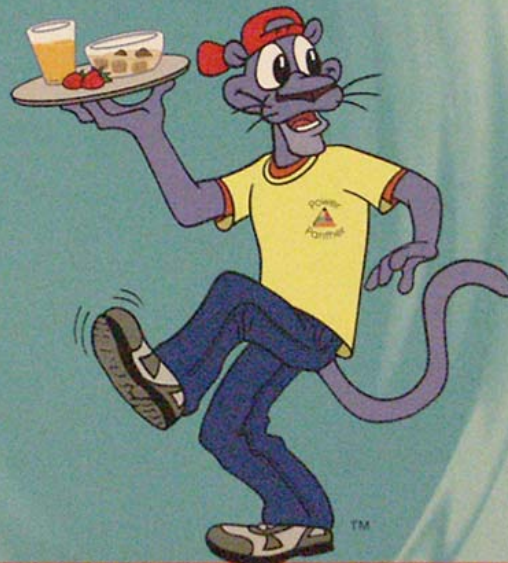
Food and Nutrition Service

Eat Smart. Play Hard.™



POWER PAC!

Exciting, new ideas and materials to make healthy eating and physical activity fun for everyone!



Eat Smart. Play Hard.™

Get Involved!

Use **Eat Smart. Play Hard.** in your Nutrition Education

It's easy. Here are several ways to use the Eat Smart. Play Hard materials. These ideas are just to get you started. You'll find other ways to use the messages in your Team Nutrition files. Check out what others are doing on the other side.

Use this checklist to get ready:

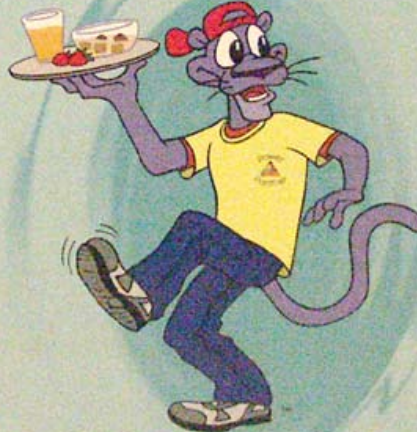
Place the spokescharacter, Power Panther, in your existing State, local, and national newsletters and websites.

Order and print the materials.

Download the materials.

Introduction

- Dear Program Cooperator
- Campaign Overview
- Tip Sheet
- Get Involved
- User Response Form



Eat Smart. Play Hard.™

United States Department of Agriculture | Food and Nutrition Service

Dear Program Cooperator,

Last year, the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) introduced a national, healthy eating and physical activity campaign targeting school-aged children (age 2-18 years).

The **Eat Smart. Play Hard.™** campaign goal is to encourage children and their families to adopt nutrition behaviors that are consistent with the Dietary Guidelines for Americans.

The campaign's primary communication vehicle is Power Panther™, a spokescharacter who conveys nutrition and physical activity messages in a fun and non-threatening way as a pet. The campaign's focus is on four basic themes—the importance of breakfast, healthy snacks, physical activity, and balancing what you eat with what you do.

Enclosed you will find a variety of information illustrating how you can become an active participant in delivering the positive **Eat Smart. Play Hard.™** messages.



Power Panther™ asks you to use tips in newsletters, brochures, promotional materials.

Day with

Block it off! Take a long bike ride.

Rich dinners with a friend.

Try a grilled chicken sandwich.

When you eat more than usual, lower fat foods like fruits.



Hard.™ needed?



FNS Request/Agreement Form

For Use of Power Panther™ Costume

Agency: _____ Contact Person: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail Address: _____

Name of Event: _____ Location of Event: _____

Type of Event: _____

Please check one: ☒ _____

Purpose for using costume: _____

Target Audience: (check all that apply)

☒ Principals

☒ Elementary, Middle or High School Students

☒ Teachers

☒ Food Service Staff

☒ Other Professionals

Estimate the number of people: _____

Date(s) needed: FROM _____ TO _____

Costume will be returned/shipped _____

I/we _____

Power Panther™ Appearance at _____

FNS nutrition assistance program with the use of the costume. I/We _____

stated, and will return the costs.

Signature of agency representative: _____

For FNS Use Only

Introducing Power Panther™

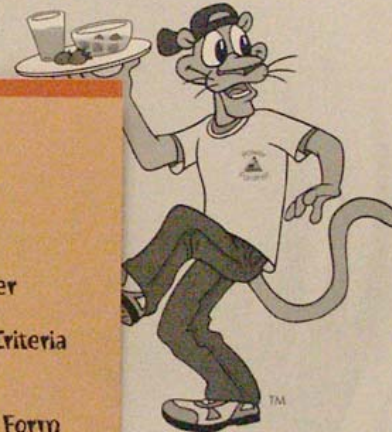


Hello,

I'm Power Panther,™ the USDA and Nutrition Service's mascot for the campaign. I love my new all across the country to the importance of eating

I am very physically active miles a day. I am proud, physically fit. I can jump tractor-trailer and I can need to. I'm also a great

Appearance and Booking Criteria



About the Spokescharacter

- Introducing Power Panther
- Appearance and Booking Criteria (ABC Booklet)
- FNS Request/Agreement Form
- Contact Information
- Guidelines for Use of Campaign Products



FNS Contact Information

Headquarters and Regional Offices

Headquarters

USDA/FNS Office of Communications and Governmental Affairs
3001 Park Center Drive, Room 916
Alexandria, VA 22304
Phone: (703) 305-2385
Fax: (703) 605-0220

Northeast Regional Office

100 E. Main Street
Boston, MA 02122-5068
Phone: (617) 552-6448
Fax: (617) 552-6449
States: CT, ME, MA, NH, RI, VT

Southeast Regional Office

100 E. Main Street, Southwest
Room 8126
Atlanta, GA 30333
Phone: (404) 552-5512
Fax: (404) 552-5513
States: AL, FL, GA, KY, MS, NC, SC, TN

Mountain Plains Regional Office

1100 S. Spring Street, Suite 903
Denver, CO 80202
Phone: (303) 844-0312
Fax: (303) 844-0313
States: CO, IA, KS, MO, MT, NE, ND, SD, UT, WY

Eat Smart.

United States Department of Agriculture

Eat Smart. Play Hard.™

United States Department of Agriculture • Food and Nutrition Service

Play Hard.™

Agriculture • Food and Nutrition Service



Food and Nutrition Service

Eat Smart. Play Hard.™

Trademark



Power PantherTM

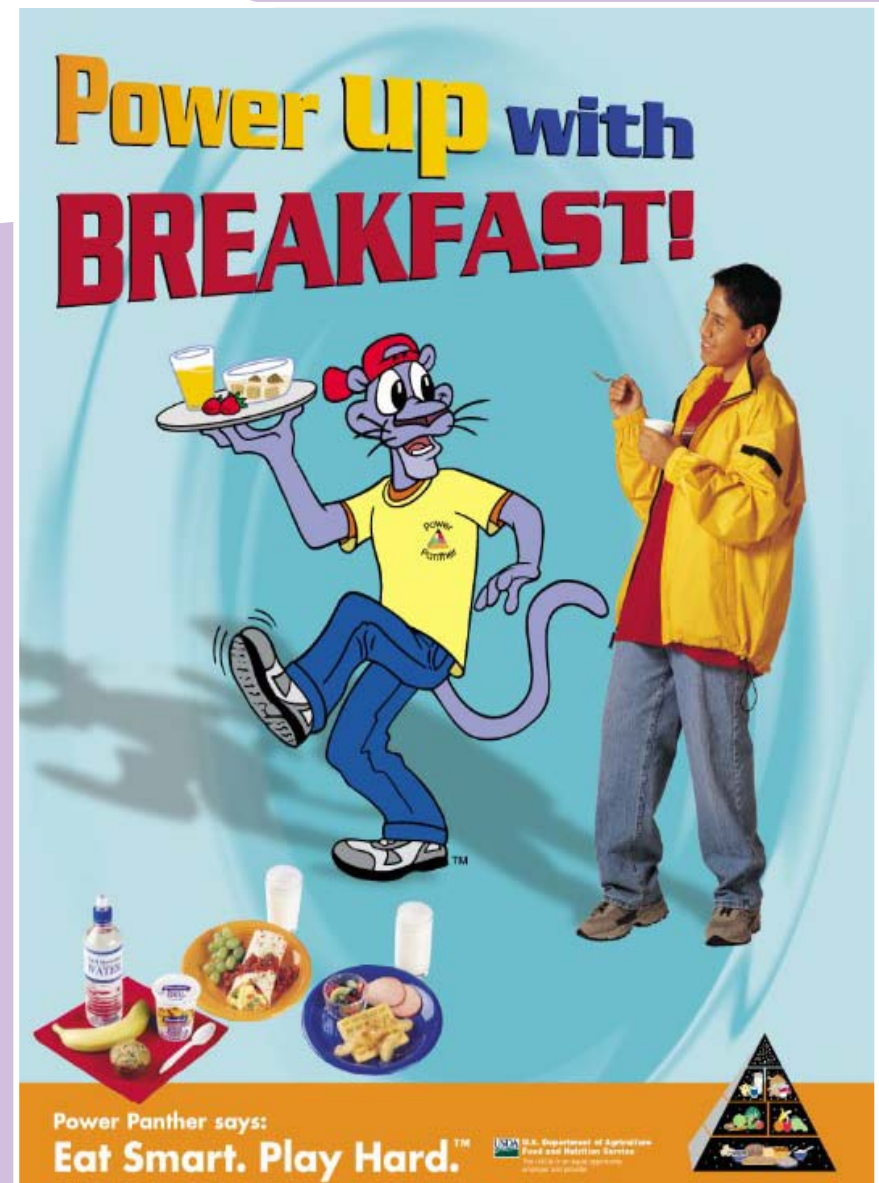
Eat Smart. Play Hard.TM



Posters

**Target Audience:
Kids**

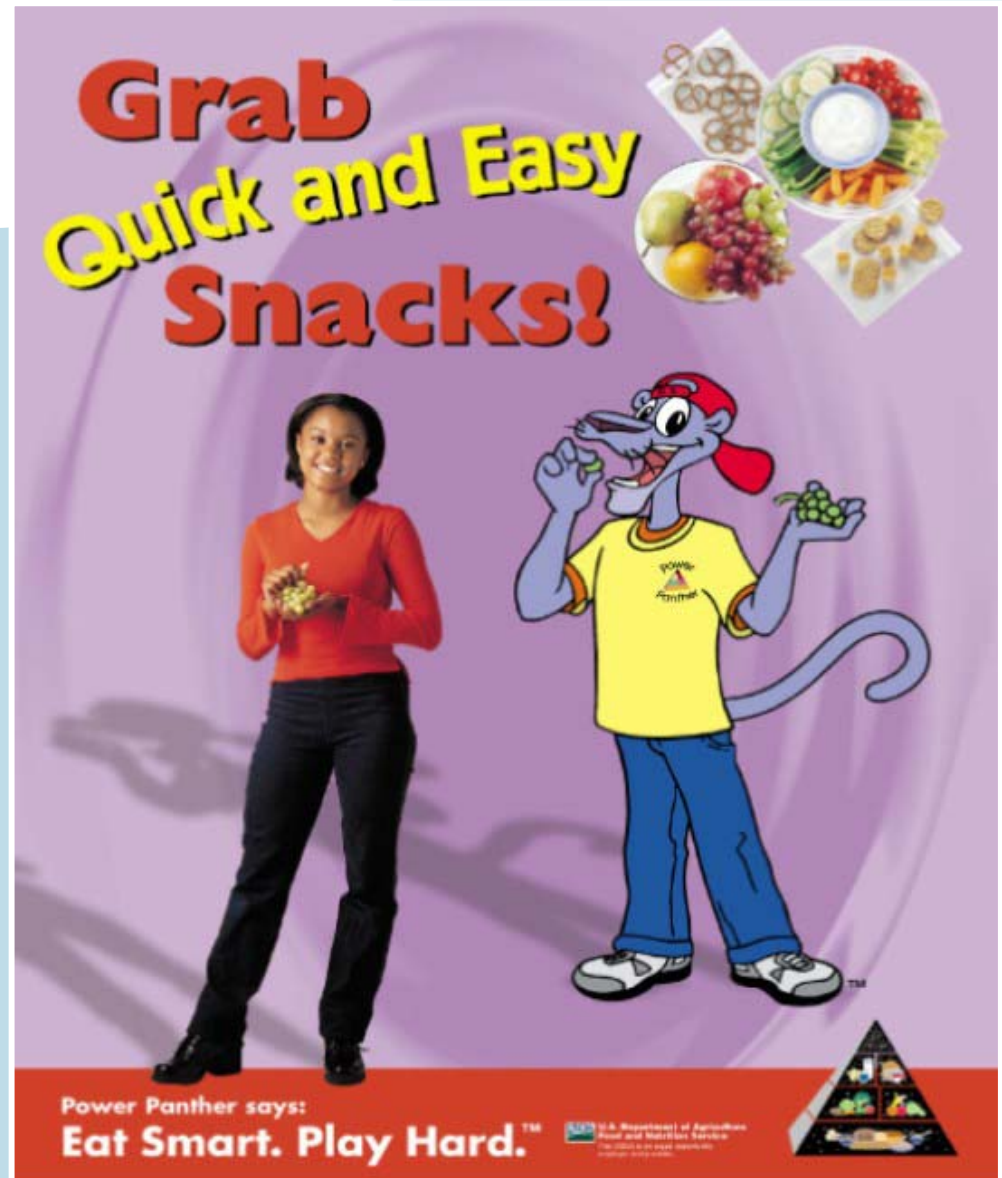
**Theme:
Breakfast**



Posters

Target Audience:
Kids

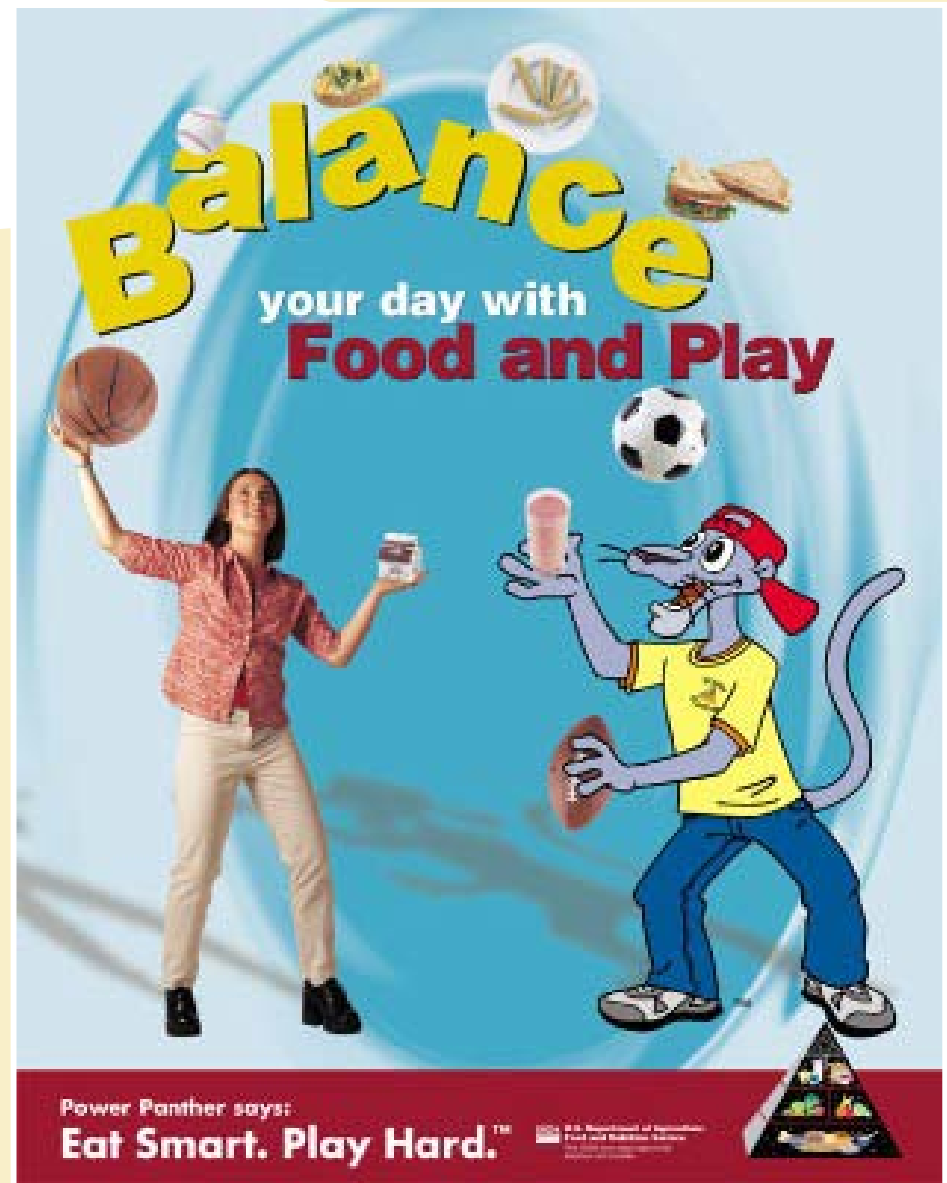
Theme:
Snacks



Posters

**Target Audience:
Kids**

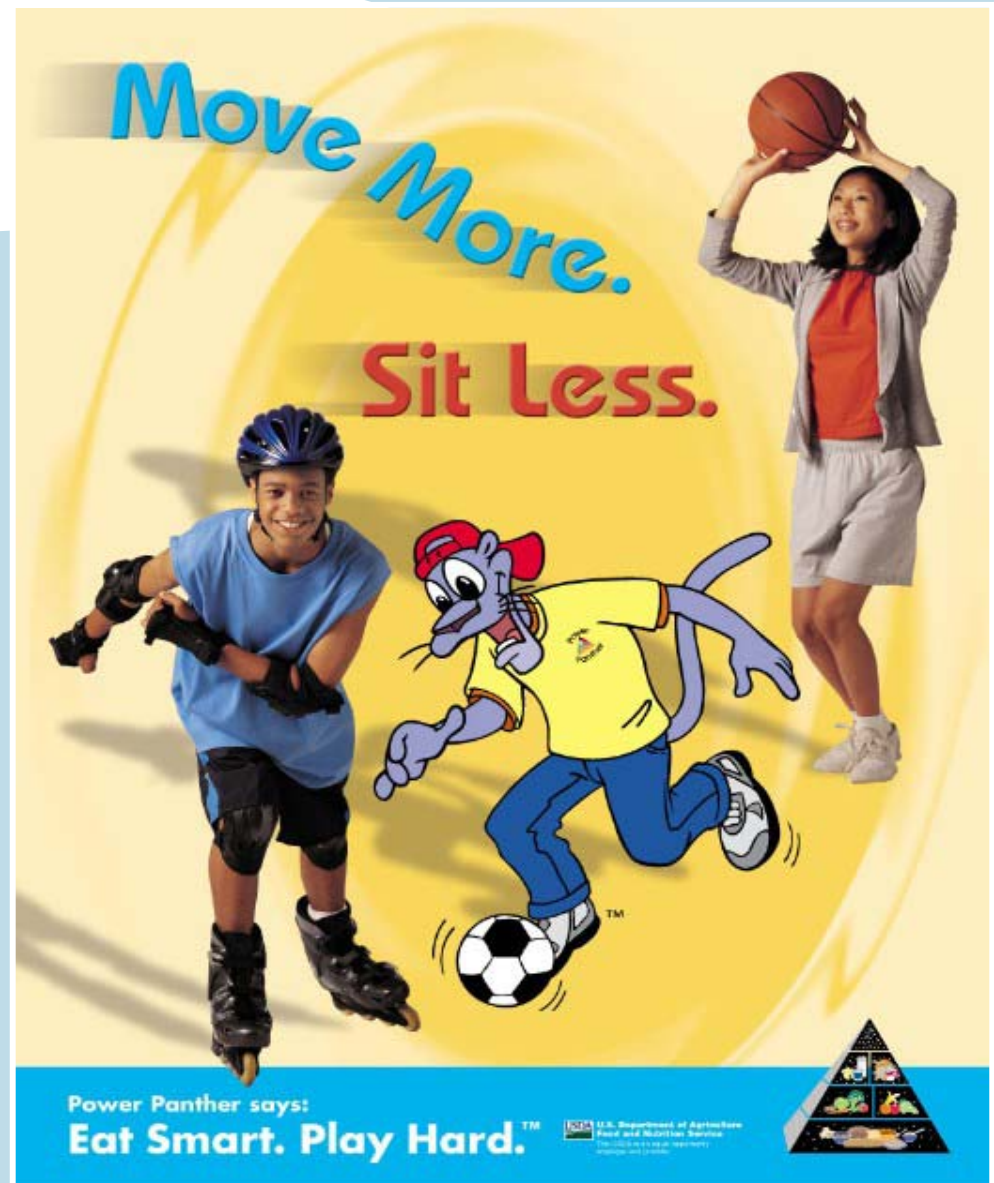
**Theme:
Balance**



Posters

Target Audience:
Kids

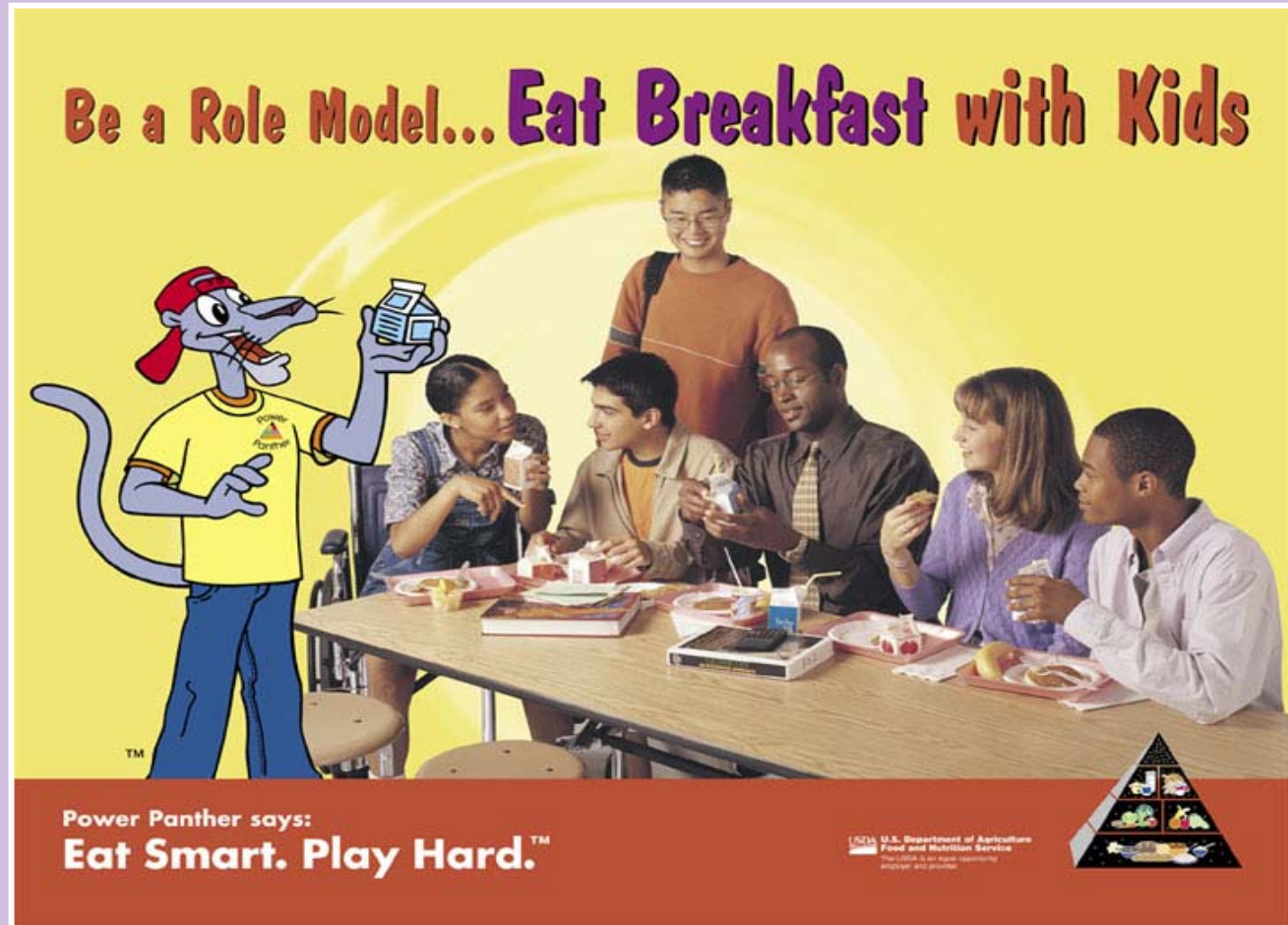
Theme:
Activity



Posters

**Target
Audience:
Caretakers**

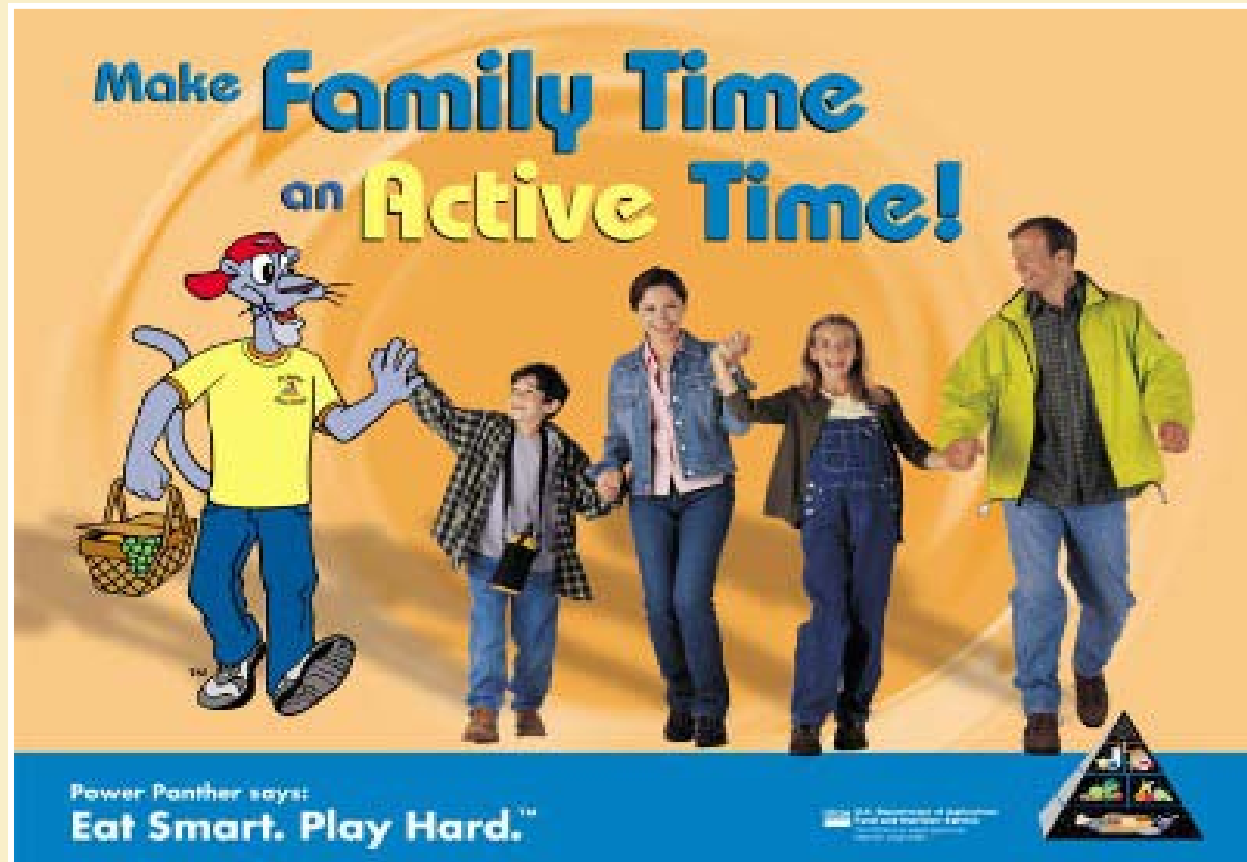
**Theme:
Breakfast**



Posters

**Target
Audience:
Caregivers**

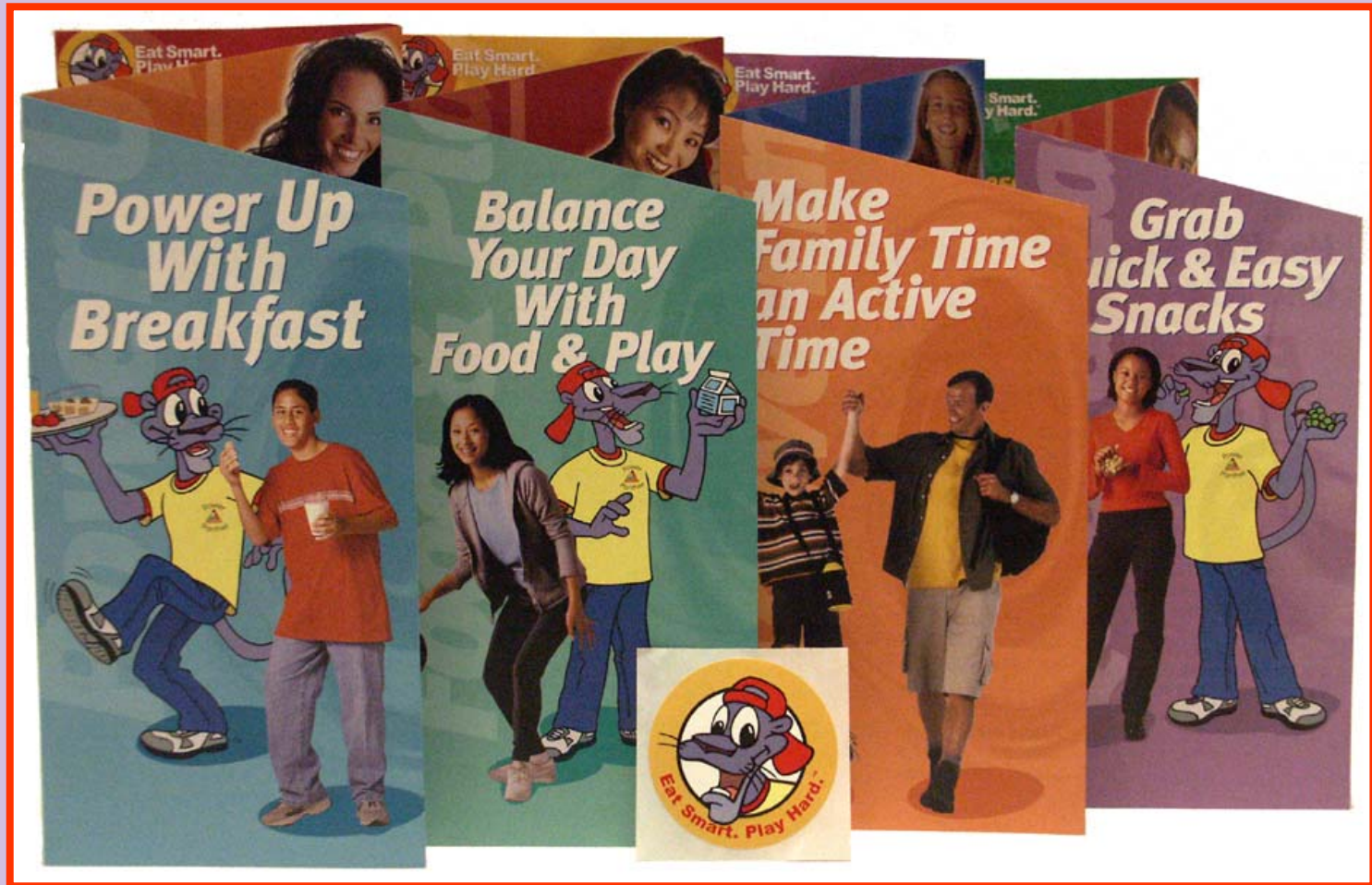
**Theme:
Activity**



Activity Sheets, Bookmarks, and Stickers



Brochures



Brochures

Eat Smart. Play Hard.™

Try These Quick, Easy, Healthy Snacks

- ▶ Popcorn or pretzels
- ▶ Snack size yogurt or pudding
- ▶ Fresh, canned, or dried fruit
- ▶ Celery sticks with low-fat cream cheese
- ▶ Frozen grapes, banana slices, or popsicles made from 100% juice
- ▶ Peanut butter and fruit sandwich (try apple slices, banana, or raisins)
- ▶ Whole-grain crackers and cheese
- ▶ Baby carrots with a low-fat dip
- ▶ Rice cakes with peanut butter
- ▶ Tortilla with refried beans, cheese, lettuce, and salsa
- ▶ Pita sandwich with tuna and lettuce
- ▶ Mini-pizzas made with English muffins or pita bread
- ▶ Vegetable and noodle soup
- ▶ Baked or microwaved potato topped with plain yogurt or cheese

Did you know that healthy snacks...


- Can supply a big part of the food and nutrition kids need for energy.
- Are a great way to get kids to eat more fruits and vegetables.
- Are great as mini-meals in addition to regular meals.
- Make get-togethers with friends more fun.

Grab Quick & Easy Snacks

USDA Food and Nutrition Service


Brochures

Healthy Snacks Give Kids **Extra Energy** To Play and Grow

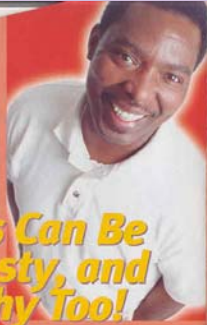


Snacks are a normal part of a healthy diet for growing kids. Fruits, vegetables, and whole-grain foods make good snacks.

All foods can fit into a healthy diet. Choose low-fat, reduced sugar, and reduced salt snacks.



Snacks Can Be Fun, Tasty, and Healthy Too!



Set a good example—Kids often want the same snacks you eat. Choose snacks that are good for your health. Try low-fat milk, cheeses, and yogurt.

Plan ahead—Make snacks from the various parts of the food guide pyramid. Healthy snacks should be a part of your grocery list.

Be ready—Keep fruit, 100% juice, crunchy veggies such as carrots or celery, yogurt, bagels, pretzels, and whole-wheat crackers on hand.

Start a new trend—Include fruits and vegetables for school parties and special events.

Make healthy snacking easy—Put snack foods like pretzels, crackers, peanut butter, cheese, and yogurt on lower shelves so kids can get to them.

Make Snacks Healthy!

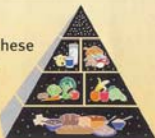
Grab Quick & Easy Snacks

BE A ROLE MODEL!

You play an important role in making sure that you and your kids eat a healthy breakfast every day.

List some snacks that you and your family will try.

For more information on these topics or other programs visit our Web site at:
www.fns.usda.gov



USDA Food and Nutrition Service
U.S. Department of Agriculture
USDA is an equal opportunity provider and employer.

What Partners Are Saying...

FNS Nutrition Education and Promotion Campaign

American Dietetic Association (ADA)

"The American Dietetic Association recognizes the wisdom of opportunity in educating preschool and school-aged children about the importance of healthy choices and fitness to good health."

SMART PLAY HARD.™

to build awareness about healthy eating and physical activity with the parents and children of the nation's members.

The American Dietetic Association, a national organization of dietitians, is the largest organization of its kind in the world. Our mission is to promote nutrition and well-being for all people. We are currently looking for new members. ADA has local chapters in all 50 states, the District of Columbia, and Puerto Rico. Contact your local chapter for more information.

Phone: 800-541-4343
Fax: 301-274-1611

International Food Information Council (IFIC)

"IFIC applauds the campaign's focus on physical activity. Messages to PLAY HARD.™ are a key component of the campaign. This effort to help children and young adults make healthy choices is a positive step."

The IFIC is a non-profit organization that communicates science-based information on food and health to the public. IFIC is funded by a variety of sources and is not affiliated with any government agency.

Phone: 202-336-4400
Fax: 202-336-4402

Produce Marketing Association (PMA)

"The recommendation that children eat more fruits and vegetables is a key message of the SMART PLAY HARD.™ campaign. PMA supports this effort to help children and young adults make healthy choices."

Eat Smart.
United States

Drop-in Article #2

USDA Campaign Promotes Healthy Eating and Physical Activity

Eat Smart. Play Hard.™ is the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) (USDA/FNS) campaign to promote healthy eating and encourage physical activity for children and their families. The primary target audience for the campaign is children ages 2-5, and their parents, grandparents, and other caregivers. This national, long-term effort to help children and young adults make healthy choices is consistent with the USDA's Food Guide Pyramid.

Campaign messages focus on healthy eating and balancing eating with fun and non-threatening physical activity. The campaign's spokescharacters, country spreading messages to kids to make healthy choices.



Eat Smart.
United States



Drop-in Article #1

USDA Campaign Promotes Healthy Eating and Physical Activity

Guidelines for Use of Eat Smart. Play Hard.™

Publicity Information

- ! What Partners Are Saying...
- ! Drop-In Articles
- ! Event Feedback Form



Eat Smart. Play Hard.™

United States Department of Agriculture • Food and Nutrition Service

Power Panther™ Costume Event Feedback Form

Date: _____ Name of Agency: _____

Person Completing Feedback Form: _____



Statement of campaign to children ages 2-5, and their parents, grandparents, and other caregivers. This national, long-term effort to help children and young adults make healthy choices is consistent with the USDA's Food Guide Pyramid.

balancing eating and physical activity. The campaign's spokescharacters, country spreading messages to kids to make healthy choices.

ink. They are now Dietary Guidelines. All 65 percent of all kids of fruits and vegetables. Only 10 percent of children and young adults make healthy choices. This national, long-term effort to help children and young adults make healthy choices is consistent with the USDA's Food Guide Pyramid.

and its message. For more information, contact the Society for Nutrition Education and Promotion (SNAP) at 202-720-1500.

and Nutrition Service (FNS) at 202-720-1500.

Date of Event: _____

Event Status: _____

Age/Grade: _____

Number of Adults Who Attended: _____

By: _____

Hard.™

Food and Nutrition Service

TM
Service

Partners and Collaborators



What Partners Are Saying

“The **American Dietetic Association** recognizes the window of opportunity in educating preschool and school-aged children about the relationship between food choices and fitness to good health. The ESPH Campaign is a great way to build awareness about healthy eating and physical activity, and ADA will share the campaign materials with its 70,000 members.”

What Partners Are Saying

“**ASFSA** is pleased to join with USDA as a partner in the ESPH nutrition education and promotion campaign. Together, with other cooperators, we can make a positive difference in the long-term health and well-being of America’s children.”

What Partners Are Saying

“**NWA** applauds the Food and Nutrition Service for this important campaign to promote healthy eating and physical activity for our nation’s children and their caregivers. Eat Smart. Play Hard. Is a message that will resonate with the families WIC serves. As the voice of the nation’s premier public health program, NWA is proud to be a partner in this effort to promote healthy living.”

Plans for the Future

- Web Page Enhancements
- New Campaign Materials and Tools

Reach to Date

- Over 9 million pieces of nutrition education materials requested
- Requests received from all 50 States and all FNS nutrition assistance programs
- Average over 11,000 hits to ESPH Web site each month

Connect Online

www.fns.usda.gov/eatsmartplayhard

